

# Stern Brothers

42nd and 43rd Streets West of Fifth Avenue

## Misses' Spring Apparel

An Important Offering, Saturday:

### Tailored and Demi-Tailored Suits, Very special \$29.50

Several charming models, of serges, wool velour and shepherd checks or gabardines, in sport, tailored and dressy styles; Coats are in semi-fitted, belted or flare effects; Skirts are in plaited, full gathered and flare models; sizes 14, 16 and 18 years.

### Misses' Stunning Afternoon Dresses

new models, developed in crepe de Chine, daintily embroidered, also taffeta or charmeuse combined with Georgette crepe; sizes 14, 16 and 18 years.

Very Special \$18.50

### Misses' Coats for General Wear

youthful models, developed in coverts, gabardines or velour checks; ripple, belted and cape models; silk and leather trimmed; sizes 14, 16 and 18 years.

Very Special \$24.75

### Girls' Tailored and Dressy Coats

fashioned in serges, poplins, velour and shepherd checks or gabardine; effectively trimmed with embroidered collars and cuffs; sizes 6 to 16 years.

at \$5.00 to 22.50

### Girls' One and Two Piece Dresses of silk pongee; hand-smocked; fancy embroidered buttons; hemst'd organdie collar and cuffs; 8 to 16 yrs, \$7.50, 9.75

### Girls' Fashionable Shoe Top Suits

Norfolk, sport and straight line models; of serges, shepherd check, taffeta or gabardines; over collars of faille silk, pongee or striped linen; 12 to 17 yrs.

\$15.75, 22.50 to 37.50

### Girls' Smart Afternoon Frocks

of taffeta, crepe de Chine, some combined with Georgette crepe; embroidered batiste collar and cuffs; sizes 6 to 16 years.

at \$11.75 to 22.50

### Girls' New Model Washable Frocks

of Anderson plaid gingham; embroidered pique collar and cuffs; also combination dress of linen and plaid gingham with emb'd jumper; 8 to 16 yrs.

at \$3.95 and 6.50

## Women's Smart Hand Bags

WILL BE OFFERED TO-MORROW, ON THE MAIN FLOOR, AT REMARKABLY LOW PRICES

### Pin Seal, Moire and Faille Bags at \$1.90 and 3.25

in black and colors; latest Spring models; all with inside frames, some with new double compartments and artistic clasps; values \$2.75 and 4.95

### Men's and Women's Traveling Bags

of long grain or crepe leather; reinforced corners; leather lined; three pockets; claw clasps; sizes 16, 17 and 18 inches.

Special at \$4.85

### Women's Week-End Suit Cases

of long grain leather; neatly lined; shirred pocket; two clasps; sizes 16, 18 and 20 inches.

Special at \$3.95



THIS is the time of year when every one is buying new apparel. It is the best time to select new corsets. You want to look your prettiest, feel comfortable, be graceful and correctly poised.

Then BON TON are the ideal corsets for you! We say for you because BON TON corsets are designed for all figures. Just note the above pictures portraying the tall average, the full, and the normal average figure. Scores of other models too in all the newest materials and shapes.

At All Stores

# BonTon

CORSETS

\$3.50, \$5,  
\$6.50, \$8, \$10  
and upwards

Royal Worcester Corset Co., Manufacturers, Worcester, Mass.

## THE NEW YORK WORLD SETS THE PACE

The WORLD sells 100,000 copies more in New York City each weekday than any other morning newspaper.

## MAKING NEW YORK FASHION CENTRE OF WHOLE UNIVERSE

Movement Takes Form in Gorgeous Show in Martha Washington Hotel.

PROSPERITY AND ART.

Would Create Work for 500,000 Wage-Earners and Keep Millions at Home.

The Martha Washington Hotel last night was a picture of unbroken line and color. The lovely gowns displayed on beautiful mannequins were a prelude of Easter festivities and also the proof, offered by the speaker of the evening, that American fashions could be excelled by any.

The International Residence Association gave a musicale and fashion fete so that women might hear Mr. D'Irwin Nemerov speak on the plan now afoot to make New York the standard of fashion for the world. The speaker was asked to show American women that if they spent in New York the \$225,000,000 that they annually spend in Europe for clothes they would give employment to another 500,000 people and keep universal prosperity in the city.

Mr. Nemerov, an American business man and artist, said that if American women continued to join the new movement as they have done in the past few days there was no question as to the feasibility of making American fashions dominate all others. It lay in the hands of women, he said.

"It is estimated," continued Mr. Nemerov, "that \$150,000,000 represents the annual output of woman's wearing apparel of New York City. This is equivalent to the entire production of gold throughout the world. It means four times the net earnings of the national banks of this country. It is more than the combined output of London and Paris to lead cities of Europe in these commodities.

"Over 1,000,000 people are directly dependent on these industries in this city. The money spent for clothes abroad annually by 350,000 women represents half the New York output, and if kept at home 500,000 people would be afforded an opportunity to earn an honest and worthy livelihood. This would mean the making of New York the fashion center of the world.

"South America and the Orient would look to us for their fashions, and this would mean greater prosperity for the whole country. Eventually this prosperity would react on the purchaser. Make your slogan this: 'If you want to see a dollar again, spend it in America.'

"I want the American women to protest against putting foreign labels on American made gowns. This is practiced to-day, and merchants who do this reap an additional profit of 100 to 150 per cent. on these gowns.

"They know that the American woman demands the best and that she likes to say that her gowns come from abroad, and is willing to pay for the label. The use of this label robs American goods of its merit, and adds to the false reputation of foreign artists."

### BODY OF GEDDES ARRIVES.

CAMDEN, N. J., March 10.—The body of Walter M. Geddes, who died at Smyrna, Asia Minor, early in last November, reached here yesterday on the steamship City of Memphis and was immediately sent to relatives in New York.

Mr. Geddes was employed by the McAndrews-Farbes Co., historic manufacturers of Camden, in their foreign field. On Nov. 10 his sister, wife of the Rev. John Jay Geddes, former rector of St. John's Episcopal Church at Montclair, received a cablegram saying that he was dead, but no particulars were given. She said at the time she believed the message had been censored.

## PRIZE GOWN PROVES NEW YORK CAN RULE THE FASHION WORLD.



PRIZE GOWN OF THE MARATHA WASHINGTON HOTEL FASHION SHOW

### HER SPELL DID "FIX HIM."

Officer Who Arrested Fortune Teller Is Hurt In Auto Smash.

CAMDEN, N. J., March 10.—Word came tingling over the police wires yesterday that Special Officer "Dave" Hunt had got his just as the fortune teller said he would. Hunt had raided a number of women readers of the future, and when they were fined or jailed by the Recorder yesterday, one of them announced: "I have fixed him with a spell; watch his luck after to-day."

Hunt and the other officers laughed, but in the afternoon the laugh was on them. Hunt was riding in a police automobile when it collided with a car driven by David Downs. Both cars were badly damaged. Hunt was severely hurt, though not seriously hurt. He declares he is not superstitious, that the collision was due to icy streets and not to the seer's "spell."

## LADIES! DARKEN YOUR GRAY HAIR

Use Grandma's Sage Tea and Sulphur Recipe and Nobody will Know.

The use of Sage and Sulphur for restoring faded, gray hair to its natural color dates back to grandmother's time. She used it to keep her hair beautifully dark, glossy and attractive. Whenever her hair took on that dull, faded or streaked appearance, this simple mixture was applied with wonderful effect.

But brewing at home is messy and out-of-date. Nowadays, by asking at any drug store for a 30 cent bottle of "Wyeth's Sage and Sulphur Compound," you will get this famous old preparation, improved by the addition of other ingredients, which can be depended upon to restore natural color and beauty to the hair.

A well-known downtown druggist says it darkens the hair so naturally and evenly that nobody can tell it has been applied. You simply dampen a sponge or soft brush with it and draw this through your hair, taking one strand at a time. By morning the gray hair disappears and after another application or two, it becomes beautifully dark and glossy.

Wyeth's Sage and Sulphur Compound is a delightful toilet requisite for those who desire a more youthful appearance. It is not intended for the cure, mitigation or prevention of disease.—Advt.

## TO REDUCE COURT HOUSE COST TO \$7,500,000

Modified Plan to Cut Expense \$2,500,000 to Be Laid Before Estimate Board To-Day.

New York County's new Court House is to be made a \$7,500,000 structure—perhaps. The plans under discussion so many years, and on file since May 12 last, have contemplated an expenditure of \$10,000,000 for the building alone.

The site already represents an investment of more than \$11,000,000. The reduction of 25 per cent. in cost will be proposed to the Board of Estimate to-day by the Court House Board.

There will be a proviso that if bids cannot be got on the basis of \$7,500,000 the contract may be let on other terms, so that the cost may swing back to \$10,000,000 after all. The modification of plans does not involve the "round house." All Guy Lowell, the architect, has done is to eliminate the more ornate ornamentation.

The action to be taken to-day on the modified plans will not go beyond the reference of the matter to the Committee on Corporate Stock Budget. In the mean time a bill is pending in the Legislature.

future empowering the city to let sub-contracts as well as the primary contract for the Court House. Until that measure has been disposed of it is probable that the committee will not act on the plans.

**SPECIAL NOTICES.**  
**ASK FOR and GET**  
**HORLICK'S**  
**THE ORIGINAL**  
**MALTED MILK**  
Cheap substitutes cost YOU same price

## The John Wanamaker Store

Formerly A. T. Stewart & Co. Broadway at Ninth

### New Blouses, \$3.85, \$5, \$6.75

Blouses in the most fashionable materials—filmy crepe Georgettes which wash well, taffetas in really marvelous colorings, crepe de chine, lace, merveilleux silk—all of them spick and span new—presented for the first time Saturday.

### French Sample Blouses —100 at \$6.75

Exquisite hand-made affairs of lace, Georgette crepe, crepe de chine, chiffon in light and dark colorings, nets and lingerie batiste. All regularly more.

50 American blouses, samples in navy blue, maize and solid blue, also \$6.75.

### Beautiful \$5 Blouses

Changeable taffeta and merveilleux blouses, in delicious shades of rose, peach, maize, solid blue and white, \$5.

Charming new ribbon trimmed blouses (illustrated), Georgette crepe having revers edged with double folds of narrow ribbon. Flesh with lavender or solid blue, and blouse with pale blue, \$5.

Hosts of lace and Georgette crepe blouses, crepe de chine blouses with Stuart frills and others, \$5.

Satin-striped silk blouses, blue, rose, black or gold, \$5.

Third floor, Old Building.

### Women Who Embroider

will like the stamped shell pink batiste nightgowns, all made up and lacking only the embroidery and the ribbon to be run in the casing, \$1.

New designs, copied from the French, have been stamped on unmade nightgowns of excellent quality white French nainsook, 85c.

Art Needlework Store First floor, Old Building

### Delicious Nougat

Saturday candy special; 50c lb.

Delicious nougat, thickly coated with the sweet, smooth chocolate the Camee chef knows so well how to make. Special, 50c lb. Telephone orders filled.

Camee Shop, Main floor, Old Building

### Every Sort of Button

A few buttons properly chosen, put in the right place on the right gown, always give a smart finish, often a distinctive one. Round, square, oblong, large, small, every sort of button is here.

Shaped like a miniature shoe buckle is a very clever little steel button. There are all colors, cleverly blended; flower trimmed tiny "Dresden" looking buttons for dainty blouses or perishable frocks; washable pearl buttons; clever bone ones; seemingly a million to select from.

First floor, Old Building

### Silk Petticoat Special

Newly arrived changeable taffeta petticoats with pointed flounces over pleated ruffles; or messaline, very soft, with rounded scallop. \$3.85.

Third floor, Old Building.

### 'Men's Notions' One Man Called Them

Pencils, pens, pen-holders, typewriter paper, typewriter ribbons, typewriter machines, inkwells, single and in sets, ink, cash boxes, bond boxes (in tin), writing paper, envelopes, desk furnishings in leather and brass, fountain pens, artist materials, modeling clay, school supplies, home and office safes, all kinds of account, record and memorandum books and diaries and hundreds of other useful things. And some special values in writing paper and fountain pens.

All these on the Subway floor, by the Astor Place entrance.

Subway Aisle, New Building.

## Millinery Salons

—All A-Blossom Saturday

Surely the trimmings that brighten the new Spring hats have come from some fairy gardens, fields and orchards.

What do you say to a rosy apple made of ostrich feathers?

And can you imagine sprays of pink wheat and flowers all made of straw?

### A New Collection of Hats to be Shown for the First Time on Saturday Show all the New Notes and are Priced \$6 to \$20.

Copies of Lewis' sailor, flat and broad trimmed, covered with striped silk.

Victorian hats demurely turned up and turned down, and quaint with velvet streamers.

Sailors, stiff or soft and flopping.

Leghorn hats with brims of horse hair.

Hats made of rows of pieced ribbon and horse hair.

Small hats, which look like flower pots filled with flowers.

Inexpensive Millinery Salons, First floor, Old Building.

## 15 Models Women's Coats at \$16.50 to \$27.50

Coats desired now to replace the heavier coats of winter. New touches. A Spring freshness.

There's a semi-fitting poplin with a flare, at \$16.50; a coat for women of all sizes. At the same price a belted coat with side pockets in serge or check velours.

Three youthful models in gabardine are \$22.50: white braid and black braid trimming, velvet strapings, buttonholes stitched in white, white broadcloth collar, deep arm openings.

Four models at \$25: gabardine and whipcord; new flare sleeve.

strapped, double belt in back, side belts, semi-fitting with flare; adjustable collar, poplin insets in collar and cuffs; bands and buttonholes of taffeta.

Broadcloth and gabardine in six models at \$27.50: cape collar, collar and cuffs of satin with gilt stitching; detachable belts and belts that widen to right in front or to left in back; striped lining forming facing of collar; one model on plain tailored straight lines.

Second floor, Old Building.

## Young Women's Suits —A New Silhouette

Cable advices from abroad say that the smart young girl will show a silhouette flat in front, flat in back, but at the sides—a flare.

### Suits at \$26.50 Show This New Silhouette

Easily a dozen Spring models at that price, in serge, gabardine and combination of serge and taffeta. Please note the drop pocket suits, the new Norfolk, the smart club checks and the suits belted, except at the sides. Other suits \$20 to \$60. Velour checks, gabardine, serge, homespun and tweeds.

### Dresses Galore

Serges and simple pretty silks for school girls. Very new is the soft crepe meteor coat-dress with charming triple cape. Becoming and moderately priced, \$23.50. Serges, \$12.50 upward. Silks, plain or combined with chiffon and crepe Georgette, \$13.75 upward.

### Newest Coats

Good top coats for every day and afternoon wear, sports coats, weather coats, all sorts of coats in coverts, checks, serges, gabardines and novelty fabrics. A very smart soft check is cravenette and extra useful for that reason, \$22.75. Sizes 14 to 18 years.

Second floor, Old Building.

## 1,643 Pairs of Women's Shoes, \$6 Grades for \$4.40

Practical, smart, well-cut, well-made every-day shoes, in patent leather with cloth tops, all kid, dull calf with cloth tops; some with patent leather stitching. The quality and lines of these shoes have seldom been found at the price we are offering them, and would not be available now except that we took a maker's entire surplus.

Main floor, Old Building.

The John Wanamaker Store

## START THE DAY RIGHT

and then the whole day will be right. The right food for breakfast is what does the trick and that is

## CREAM OATMEAL

Heckers

Only Heckers' Products—Famous Flamingo Whole Rice and Yellow Granulated Meal